



USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/06 thru 03/12.

(prices in dollars per carton)

Fri. Mar 06, 2020

SHELL EGG NATIONAL SUMMARY												
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR		
		34.1% of 29,200 stores				39.3% of 29,200 stores				36.8% of 29,200 stores		
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA											
	White 12 pack	14	1.00	303	1.68	97	0.99	711	1.01	1,104	0.66	
	White 18 pack			1,257	1.64	14	2.99	993	1.69	798	1.65	
	Brown 12 pack											
	USDA GRADE A											
	White 12 pack	16	2.99	712	1.12			487	0.95	2,988	0.98	
SPECIALTY	White 18 pack			275	2.24	71	2.99	494	1.68	345	1.85	
	Brown 12 pack			24	1.59					24	1.89	
	USDA ORGANIC											
	White 12 pack			12	3.99					77	2.66	
	Brown 12 pack	258	3.79	1,203	3.93	112	3.99	1,209	4.12	285	3.67	
	OMEGA-3											
SPECIALTY	White 12 pack	112	2.34	1,774	2.30	1,283	2.62	2,506	2.30	2,228	2.44	
	Brown 12 pack			14	2.50			472	2.48	153	3.20	
	CAGE-FREE											
	White 12 pack			633	2.77			214	2.05	102	2.87	
	Brown 12 pack	454	2.71	4,982	2.60	257	2.64	4,355	2.67	1,886	2.83	
	VEGETARIAN FED											
SPECIALTY	White 12 pack									165	2.91	
	Brown 12 pack			39	2.50	16	2.00	65	3.99	61	2.50	

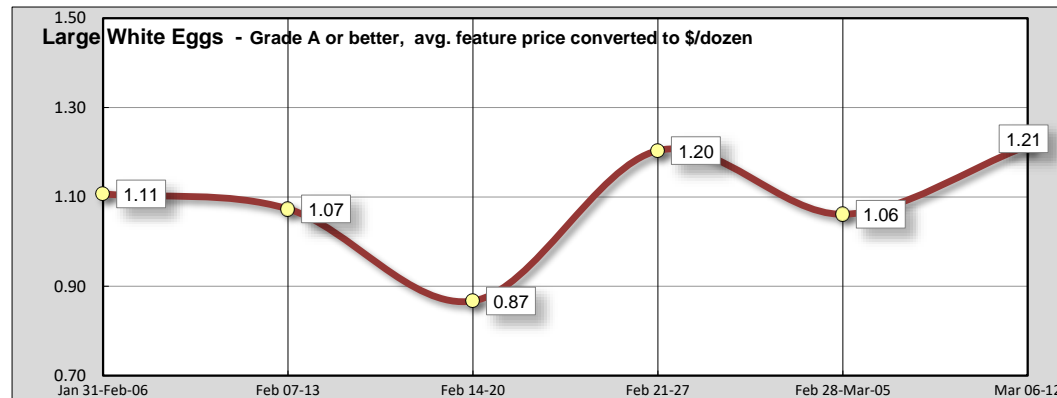
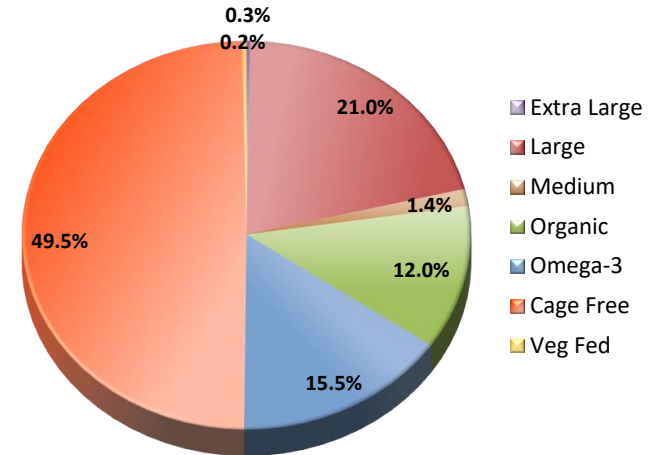
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,601	2,867	5,259	Large Eggs on Mar-02-2020
Specialty	9,481	10,489	5,477	
Total (includes MD)	12,257	13,522	11,018	761.1
Special Rate 4/:	1.6%	0.3%	4.6%	up 8.0%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is only slightly lower than the previous week, but sharply lower when compared to last year's levels. The weighted average price to consumers for Large white eggs, Grade A or better is trending upward. The occurrence of "no price" specials increases as retailers offer more incentives to consumers to shop in their stores. Advertisements for Medium eggs are steady, however ads for Extra Large decrease in number. Overall specialty shell egg promotions are not as active as a week ago. Cage-free varieties continue as the popular favorite and make up over half of featuring for this category. Promotional activity for liquid egg products is limited.

This Week's Shell Egg Featuring by Category



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (404) 562-5850 <https://www.ams.usda.gov/market-news/egg-market-news-reports>

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate ^{1/} Activity Index ^{2/}		50.2% of 5,500 sampled outlets Activity Index = 3,489 (includes Medium)						19.2% of 7,400 sampled outlets Activity Index = 1,847 (includes Medium)						32.5% of 6,100 sampled outlets Activity Index = 2,285 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				1.00 - 1.88	222	1.84										0.99 - 1.49	46	1.35
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.99 - 1.50 2.69	237 71	1.01 2.69				1.19	11	1.19				0.69 - 1.49 1.69	206 106	1.11 1.69
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack			0.66 - 0.78	66	0.71	White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				3.99	543	3.99				3.49 - 4.48	444	4.18	3.79	258	3.79	2.99 - 3.69	63	3.54
	OMEGA-3 White 12 pack Brown 12 pack	2.24	77	2.24	1.99 - 2.66	841	2.23	2.00	3	2.00	1.99 - 2.66	422	2.40	2.00	12	2.00	1.66 - 3.29 2.50	178 14	2.08 2.50
	CAGE-FREE White 12 pack Brown 12 pack	2.59 - 3.50	365	2.76	2.49 - 3.99	1,133	3.06				2.22 - 3.00	862	2.46	2.50	89	2.50	2.79 1.50 - 3.55	108 1,205	2.79 2.57
	VEGETARIAN FED White 12 pack Brown 12 pack										2.50	39	2.50						
		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
Feature Rate ^{1/} Activity Index ^{2/}		34.1% of 4,900 sampled outlets Activity Index = 2,691 (includes Medium)						33.1% of 3,800 sampled outlets Activity Index = 1,079 (includes Medium)						63.5% of 1,300 sampled outlets Activity Index = 804 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				1.66 - 1.69	521	1.69	1.00	14	1.00	1.00	7	1.00				1.00	24	1.00
	MEDIUM	White 12 pack						White 12 pack			1.39 - 1.79	38	1.50	White 12 pack			0.99	11	0.99
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack	2.99	16	2.99	0.99 - 1.25 2.50 1.59	104 98 24	1.16 2.50 1.59				1.19	109	1.19				1.25	39	1.25
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack			1.98	60	1.98	White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack				3.49	7	3.49				3.99 2.99	12 129	3.99 2.99				3.49	2	3.49
	OMEGA-3 White 12 pack Brown 12 pack				2.29 - 2.50	289	2.41				2.99	11	2.99				2.50 - 2.99	31	2.75
	CAGE-FREE White 12 pack Brown 12 pack				2.79 2.33 - 2.98	510 1,122	2.79 2.44				2.33	645	2.33				1.99	15	1.99
	VEGETARIAN FED White 12 pack Brown 12 pack																		

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 40 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 22 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.49	4	1.49						
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				3.00	6	3.00						
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack				3.99	15	3.99						
	OMEGA-3												
	White 12 pack							2.99	20	2.99	3.00	2	3.00
	Brown 12 pack												
	CAGE-FREE												
	White 12 pack				1.99	15	1.99						
	Brown 12 pack												
	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack												

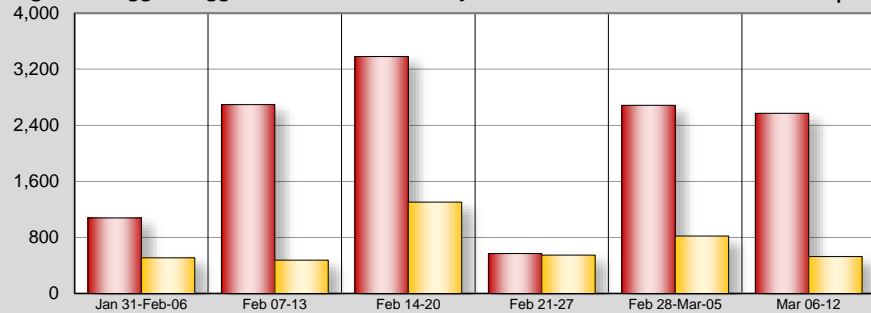


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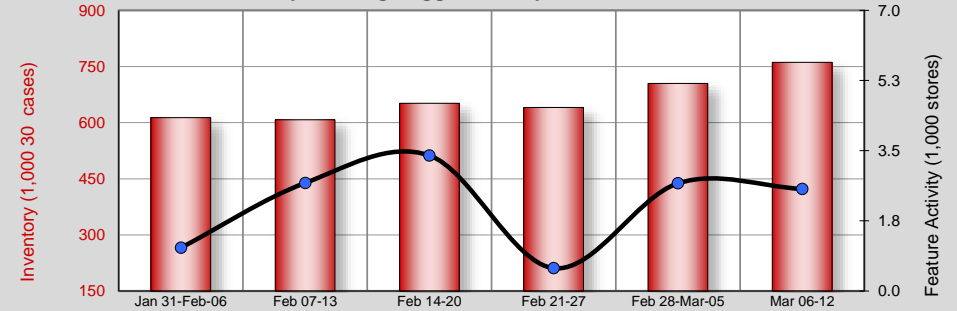
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	1.6%	1.4%	1.5%	2.2% of 5,500 sampled	1.0% of 7,400 sampled	3.3% of 6,100 sampled	0.8% of 4,900 sampled	0.0% of 3,800 sampled	1.2% of 1,300 sampled
2/ Activity Index	527	820	391	Activity Index = 184	Activity Index = 77	Activity Index = 201	Activity Index = 38	Activity Index = 0	Activity Index = 27
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	227 2.81	641 2.61	391 3.44	2.97 - 3.00 123 2.99	2.49 77 2.49	2.99 201 2.99	2.99 38 2.99		- 3.49 27 2.90
32 oz. crtn	300 3.39	179 5.64		4.97 61 4.97					
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				17.0% of 100 sampled	24.8% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 0				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn									
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									

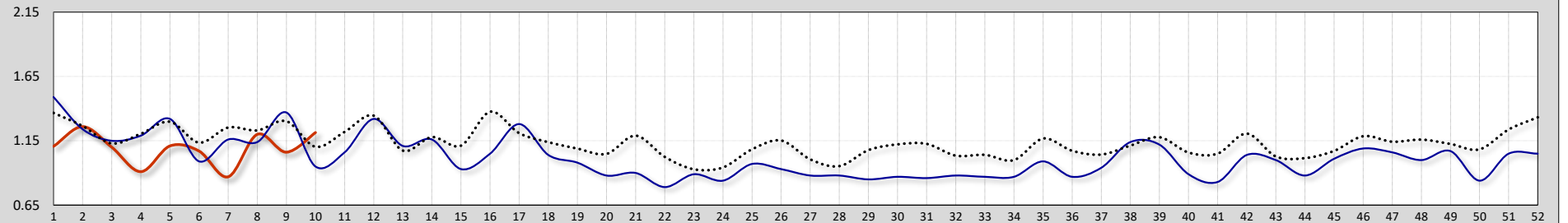
Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (404) 562-5850 <https://www.ams.usda.gov/market-news/egg-market-news-reports>